

## CONTRACT



**KDVR**  
**100 E. Speer Blvd**  
**Denver, CO 80203**  
**(303)595-3131**

And:

**American Media & Advocacy Group**  
**815 Slaters Lane**  
**Alexandria, VA 22314**

<u>Contract / Revision</u> 565138 /		<u>Alt Order #</u> 09780464
<u>Product</u> <b>COORS - CO-7</b>		
<u>Contract Dates</u> <b>09/11/12 - 09/17/12</b>		<u>Estimate #</u> <b>2730</b>
<u>Advertiser</u> <b>Coors/R/Congress</b>		<u>Original Date / Revision</u> 09/11/12 / 09/11/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>KDVR</b>	<u>Account Executive</u> Alexandra Bradley	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 42.40
<u>IDB#</u>	<u>Advertiser Code</u> 228	<u>Product Code</u> 410
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
1	31	09/12/12	09/12/12	M-F 530-6a Good Day	530-6a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----				1	\$450.00	1.10			
2	31	09/12/12	09/12/12	M-F 530-6a Good Day	530-6a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----				1	\$450.00	1.10			
3	31	09/13/12	09/13/12	M-F 530-6a Good Day	530-6a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---				1	\$450.00	1.10			
4	31	09/14/12	09/14/12	M-F 530-6a Good Day	530-6a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--				1	\$450.00	1.10			
5	31	09/17/12	09/17/12	M-F 530-6a Good Day	530-6a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----				1	\$450.00	1.10			
6	31	09/12/12	09/12/12	Good Day Colorado	6a-7a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----				1	\$450.00	1.20			
7	31	09/12/12	09/12/12	Good Day Colorado	6a-7a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----				1	\$450.00	1.20			
8	31	09/13/12	09/13/12	Good Day Colorado	6a-7a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---				1	\$450.00	1.20			
9	31	09/14/12	09/14/12	Good Day Colorado	6a-7a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--				1	\$450.00	1.20			
10	31	09/17/12	09/17/12	Good Day Colorado	6a-7a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----				1	\$450.00	1.20			
11	31	09/12/12	09/12/12	Good Day Colorado	7a-8a		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----				1	\$400.00	0.80			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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**100 E. Speer Blvd**  
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Contract / Revision	Alt Order #
565138 /	09780464

Contract Dates	Product	Estimate #
09/11/12 - 09/17/12	COORS - CO-7	2730

Advertiser	Original Date / Revision
Coors/R/Congress	09/11/12 / 09/11/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
12	31	09/12/12	09/12/12	Good Day Colorado	7a-8a		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----				1	\$400.00	0.80			
13	31	09/13/12	09/13/12	Good Day Colorado	7a-8a		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---				1	\$400.00	0.80			
14	31	09/14/12	09/14/12	Good Day Colorado	7a-8a		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--				1	\$400.00	0.80			
15	31	09/17/12	09/17/12	Good Day Colorado	7a-8a		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----				1	\$400.00	0.80			
E 16	31	09/15/12	09/15/12	Rockies Baseball	130p-CC		:30				NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-				2	\$1,300.00	5.50			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	31	09/10/12-09/16/12	Rockies Baseball	130p-CC	-----Sa--	:30		<del>\$1,300.00</del>	5.50	NM		
	See MG 16.3,16.4,16.5,16.6												
	2	31	09/10/12-09/16/12	Rockies Baseball	130p-CC	-----Sa--	:30		<del>\$1,300.00</del>	5.50	NM		
	See MG 16.3,16.4,16.5,16.6												
	3	31	09/16/12-09/16/12	FOX NFL Pregame	10a-11a	-----Su	:30		\$1,800.00	0.00	NM		
	Ⓜ	MG for 16.1,16.2											
	4	31	09/15/12-09/15/12	MLB on Fox Daytime	Daytime	-----Sa--	:30		\$250.00	0.00	NM		
	Ⓜ	MG for 16.1,16.2											
	5	31	09/15/12-09/15/12	MLB on Fox Daytime	Daytime	-----Sa--	:30		\$250.00	0.00	NM		
	Ⓜ	MG for 16.1,16.2											
	6	31	09/15/12-09/15/12	College Football Pregame	1230p-cc	-----Sa--	:30		\$300.00	0.00	NM		
	Ⓜ	MG for 16.1,16.2											
17	31	09/16/12	09/16/12	FOX News Sunday	9a-10a		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S				1	\$150.00	0.50			
18	31	09/12/12	09/12/12	M-F 530p-6p Fox 31 N	530p-6p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----				1	\$400.00	1.00			
19	31	09/14/12	09/14/12	M-F 530p-6p Fox 31 N	530p-6p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--				1	\$400.00	1.00			
20	31	09/15/12	09/15/12	News Sa 530-6p	530p-6p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-				1	\$200.00	1.10			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	31	09/10/12-09/16/12	News Sa 530-6p	530p-6p	-----Sa--	:30		<del>\$200.00</del>	1.10	NM		
	See MG 20.2												
	2	31	09/12/12-09/17/12	Good Day Colorado	8a-9a	M-WThF----	:30		\$200.00	1.10	NM		
	Ⓜ	MG for 20.1 09/15											
21	31	09/16/12	09/16/12	News Sunday 5p-530p	5p-530p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S				1	\$200.00	1.10			
22	31	09/16/12	09/16/12	News Su 530-6p	530p-6p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S				1	\$200.00	1.10			

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<u>Contract Dates</u> 09/11/12 - 09/17/12	<u>Product</u> COORS - CO-7	<u>Estimate #</u> 2730
<u>Advertiser</u> Coors/R/Congress		<u>Original Date / Revision</u> 09/11/12 / 09/11/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Totals		
												Spots	Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
23	31	09/15/12	09/15/12	College Football Lat	5p-cc		:30				NM	2	\$3,600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		09/10/12	09/16/12	-----S-				2	\$1,800.00	3.50				
24	31	09/12/12	09/12/12	M-F LN 9p-930p News	9p-930p		:30				NM	1	\$875.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		09/10/12	09/16/12	--W----				1	\$875.00	3.00				
25	31	09/14/12	09/14/12	M-F LN 9p-930p News	9p-930p		:30				NM	1	\$875.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		09/10/12	09/16/12	----F--				1	\$875.00	3.00				
26	31	09/15/12	09/15/12	Sa LN 9p-930p	9p-930p		:30				NM	1	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		09/10/12	09/16/12	-----S-				1	\$500.00	2.30				
27	31	09/15/12	09/15/12	Sa LN 930p-10p	930p-10p		:30				NM	1	\$400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		09/10/12	09/16/12	-----S-				1	\$400.00	1.80				
28	31	09/16/12	09/16/12	Su LN 9p-930p	9p-930p		:30				NM	1	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		09/10/12	09/16/12	-----S				1	\$1,000.00	2.60				
29	31	09/12/12	09/12/12	TMZ	1035p-1105p		:30				NM	1	\$450.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		09/10/12	09/16/12	--W----				1	\$450.00	0.70				
D 30	31	09/14/12	09/14/12	TMZ	1035p-1105p		:30				NM	0	\$0.00	
D 31	31	09/17/12	09/17/12	TMZ	1035p-1105p		:30				NM	0	\$0.00	
32	31	09/12/12	09/12/12	Good Day Colorado	8a-9a		:30				NM	1	\$200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		09/10/12	09/16/12	--W----				1	\$200.00	0.70				
Totals										42.40		34	\$18,550.00	

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/17/12	34	\$18,550.00	\$15,767.50
<b>Totals</b>	34	\$18,550.00	\$15,767.50

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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